

**ABSTRACT****DISPLAY DEVICE**

5        A display device has pixels 41 arranged in rows and columns 42,44 addressed by a grid of first and second addressing conductors 50,52. The addressing conductors 50,52 are not parallel with the pixel rows or pixel columns 42,44. This arrangement decouples the row and columns of pixels from the addressing conductors. This provides freedom in the positioning of  
10      the driver circuits, which are positioned at the ends of the first and second conductors, which in turn gives greater design freedom for the shape and position of the display in a product.

[Fig. 4]

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